

Rep Order# 9827058 Ver# 2 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/25/2012 10:42 AM
Last Received: 09/25/2012 10:00 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE 60S
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

59470
Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 11 tp change
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*11	SU	9A-10A	GOOD WIFE	:60	\$8,000.00	09/30-09/30	1	1	1	\$8,000.00	
				Station Remark: V2 plg change tp to 9-10p to air in good wife								

---REPORT TOTALS---

Report Totals: 1 / \$8,000.00

---SALES MONTHLY TOTALS---

Sep 12: 24 / \$48,800.00 Oct 12: 4 / \$4,180.00
Sales Totals: 28 / \$52,980.00
Station Totals: 28 / \$52,980.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,421	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 25%
		WKRC 38%	WLWT 27%	WSTR 0%	WXIX 10%	

Books null
Demos RA35+

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Rep Order# 9827058 Ver# 1 Status New
EC'd No

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Printed: 09/25/2012 8:15 AM
Last Received: 09/24/2012 5:06 PM
Showing Buylines: All Lines

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	7A-8A	NEWS	:60	\$250.00	09/25-09/28	4 P3	1	4	\$1,000.00	
	2	M	7A-8A	NEWS	:60	\$380.00	10/01-10/01	1 P3	1	1	\$380.00	
	3	TU-F	6A-630A	NEWS	:60	\$900.00	09/25-09/28	4 P2	1	4	\$3,600.00	
	4	M	6A-630A	NEWS	:60	\$650.00	10/01-10/01	1 P3	1	1	\$650.00	
	5	TU-F	4P-430P	NEWS	:60	\$1,300.00	09/25-09/28	4 P2	1	4	\$5,200.00	
	6	M	4P-430P	NEWS	:60	\$750.00	10/01-10/01	1 P3	1	1	\$750.00	
	7	TU-F	7P-730P	INSIDE	:60	\$1,700.00	09/25-09/28	4 P2	1	4	\$6,800.00	
	8	M	7P-730P	INSIDE	:60	\$2,400.00	10/01-10/01	1 P2	1	1	\$2,400.00	
	9	SU	7P-8P	60 MIN	:60	\$5,000.00	09/30-09/30	1 P2	1	1	\$5,000.00	
	10	F	10P-11P	BLUE	:60	\$8,000.00	09/28-09/28	2 P2	1	2	\$16,000.00	
	11	SU	9A-10A	GOOD WIFE	:60	\$8,000.00	09/30-09/30	1 P2	1	1	\$8,000.00	

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	12	SA	8A-9A	NEWS	:60	\$700.00	09/29-09/29	1 P2	1	1	\$700.00	
	13	SA	9A-10A	NEWS	:60	\$700.00	09/29-09/29	1 P2	1	1	\$700.00	
	14	SU	10A-1030A	NEWS	:60	\$900.00	09/30-09/30	1 P2	1	1	\$900.00	
	15	SU	930A-10A	NEWS	:60	\$900.00	09/30-09/30	1 P2	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 28 / \$52,980.00

---SALES MONTHLY TOTALS---

Sep 12: 24 / \$48,800.00 Oct 12: 4 / \$4,180.00

Sales Totals: 28 / \$52,980.00

Station Totals: 28 / \$52,980.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,421	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	25%
		WKRC	38%	WLWT	27%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 59470												
Line: 1												
09/26/12	Wednesday	5:58:55 AM	1:00	\$250.00		CBS This Morning	(7:00:00 AM-8:00:00 ABROWN 4 SENATE 60S			P-3	1	MWASH-
09/27/12	Thursday	7:28:56 AM	1:00	\$250.00		CBS This Morning	(7:00:00 AM-8:00:00 ABROWN 4 SENATE 60S			P-3	3	MWASH-
09/27/12	Thursday	7:58:56 AM	1:00	\$250.00		CBS This Morning	(7:00:00 AM-8:00:00 ABROWN 4 SENATE 60S			P-3	2	MWASH-
09/28/12	Friday	5:58:25 AM	1:00	\$250.00		CBS This Morning	(7:00:00 AM-8:00:00 ABROWN 4 SENATE 60S			P-3	4	MWASH-
				\$1,000.00							4	
Line: 2												
10/01/12	Monday		1:00	\$380.00		CBS This Morning	(7:00:00 AM-8:00:00 ABROWN 4 SENATE 60S			P-3	1	MWASH-
				\$380.00							1	
Line: 3												
09/26/12	Wednesday	5:57:26 AM	1:00	\$900.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 ABROWN 4 SENATE 60S			P-2	1	MWASH-
09/27/12	Thursday	5:44:06 AM	1:00	\$900.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 ABROWN 4 SENATE 60S			P-2	3	MWASH-
09/27/12	Thursday	5:20:58 AM	1:00	\$900.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 ABROWN 4 SENATE 60S			P-2	2	MWASH-
09/28/12	Friday	5:57:31 AM	1:00	\$900.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 ABROWN 4 SENATE 60S			P-2	4	MWASH-
				\$3,600.00							4	
Line: 4												
10/01/12	Monday		1:00	\$650.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 ABROWN 4 SENATE 60S			P-3	1	MWASH-
				\$650.00							1	
Line: 5												
09/26/12	Wednesday	1:29:01 PM	1:00	\$1,300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PBROWN 4 SENATE 60S			P-2	1	MWASH-
09/26/12	Wednesday	1:05:06 PM	1:00	\$1,300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PBROWN 4 SENATE 60S			P-2	2	MWASH-
09/27/12	Thursday	1:29:01 PM	1:00	\$1,300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PBROWN 4 SENATE 60S			P-2	3	MWASH-
09/28/12	Friday	1:20:26 PM	1:00	\$1,300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PBROWN 4 SENATE 60S			P-2	4	MWASH-
				\$5,200.00							4	
Line: 6												
10/01/12	Monday		1:00	\$750.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PBROWN 4 SENATE 60S			P-3	1	MWASH-
				\$750.00							1	
Line: 7												
09/26/12	Wednesday	7:10:12 PM	1:00	\$1,700.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE 60S		P-2	1	MWASH-
09/27/12	Thursday	7:10:12 PM	1:00	\$1,700.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE 60S		P-2	3	MWASH-
09/27/12	Thursday	7:27:34 PM	1:00	\$1,700.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE 60S		P-2	2	MWASH-
09/28/12	Friday	7:27:34 PM	1:00	\$1,700.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE 60S		P-2	4	MWASH-
				\$6,800.00							4	
Line: 8												
10/01/12	Monday		1:00	\$2,400.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE 60S		P-2	1	MWASH-
				\$2,400.00							1	
Line: 9												
09/30/12	Sunday	7:19:17 PM	1:00	\$5,000.00		Sun Reg 1	7:00 PM-8:00 PM	BROWN 4 SENATE 60S		P-2	1	MWASH-
				\$5,000.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 59470												
Line: 10												
09/28/12	Friday		1:00	\$8,000.00		Fri Reg 3	10:00 PM-11:00 PM	BROWN 4 SENATE 60S		P-2	1	MWASH
09/28/12	Friday	:28:30 PM	1:00	\$8,000.00		Fri Reg 3	10:00 PM-11:00 PM	BROWN 4 SENATE 60S		P-2	2	MWASH
											2	
Line: 11												
09/30/12	Sunday	:19:12 PM	1:00	\$8,000.00		Sun Reg 3	9-10p	BROWN 4 SENATE 60S		P-2	1	MWASH
											1	
Line: 12												
09/29/12	Saturday	:14:56 AM	1:00	\$700.00		CBS This Morning Satu	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE 60S		P-2	1	MWASH
											1	
Line: 13												
09/29/12	Saturday	:35:14 AM	1:00	\$700.00		CBS This Morning Satu	(9:00:00 AM-10:00:00 AM)	BROWN 4 SENATE 60S		P-2	1	MWASH
											1	
Line: 14												
09/30/12	Sunday	:11:34 AM	1:00	\$900.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	BROWN 4 SENATE 60S		P-2	1	MWASH
											1	
Line: 15												
09/30/12	Sunday	:53:49 AM	1:00	\$900.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	BROWN 4 SENATE 60S		P-2	1	MWASH
											1	
											28	
											28	
											28	
											28	
											28	

[Filtered by:] [Sorted by: Station]